



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 580419 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/15/12 - 10/21/12	<u>Estimate #</u> 12259	
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/15/12	10/21/12	M-F 6a-7a	6a-7a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$375.00			
N 2	13	10/15/12	10/21/12	M-F 7a-8a	7a-8a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	11-1---				3	\$375.00			
N 3	13	10/15/12	10/21/12	M-F 8a-9a	8a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$375.00			
N 4	13	10/15/12	10/21/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$150.00			
N 5	13	10/15/12	10/21/12	M-F 11a-12p	11a-12p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$175.00			
N 6	13	10/15/12	10/21/12	M-F 3p-4p	3p-4p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$200.00			
N 7	13	10/15/12	10/21/12	M-F 4p-5p	4p-5p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$200.00			
N 8	13	10/15/12	10/21/12	M-F 530p-6p	530p-6p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1--1--				2	\$400.00			
N 9	13	10/15/12	10/21/12	M-F 9p-1005p	9p-1005p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-1----				2	\$1,500.00			
<b>Totals</b>											<b>18</b>	<b>\$7,750.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/19/12	18	\$7,750.00	\$6,587.50
<b>Totals</b>	<b>18</b>	<b>\$7,750.00</b>	<b>\$6,587.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

12259

**Contact:** Kent Carbon

**Phone:** 801-532-1300

**Email:** kent.carbon@fox13now.com

**Fax:** 801-536-1334

**Direct:** 801-536-1338

## KSTU-TV

Program Name	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KSTU 6a News	EM	M-F	\$375.00			1		1			2
6:00 AM 7:00 AM		30	\$750.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
KSTU 7a News	EM	M-F	\$375.00	1	1		1				3
7:00 AM 8:00 AM		30	\$1,125.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
KSTU 8a News	EM	M-F	\$375.00			1		1			2
8:00 AM 9:00 AM		30	\$750.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
Live with Kelly	DT	M-F	\$150.00		1						1
9:00 AM 10:00 AM		30	\$150.00								
KSTU 11a News	DT	M-F	\$175.00				1				1
11:00 AM 12:00 PM		30	\$175.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
Judge Judy	EF	M-F	\$200.00	1							1
3:00 PM 4:00 PM		30	\$200.00								
Dr. Oz	EF	M-F	\$200.00		1	1	1	1			4
4:00 PM 5:00 PM		30	\$800.00								
KSTU 5:30p News	EN	M-F	\$400.00		1			1			2
5:30 PM 6:00 PM		30	\$800.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
KSTU 9p News	LN	M-F	\$1,500.00	1		1					2
9:00 PM 10:00 PM		30	\$3,000.00								
Highly pre-emptible at LUR per KSTU. Move to L2											
<b>Station Gross Totals</b>			<b>\$7,750.00</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>			<b>18</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/30/2012 3:30:14 PM

KSTU-TV

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# Station Buy Detail

## Salt Lake City, TV add

Est ID: 12258

**Client:** Matheson for Congress 2012

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

### KSTU-TV

Program Name	DP	Days	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KSTU 5:30a News	EM	M-F		\$250.00	1							1
5:30 AM - 6:00 AM			30	\$250.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 6a News	EM	M-F		\$375.00					1			1
6:00 AM - 7:00 AM			30	\$375.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 7a News	EM	M-F		\$375.00		1		1				2
7:00 AM - 8:00 AM			30	\$750.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
KSTU 8a News	EM	M-F		\$375.00	1		1		1			3
8:00 AM - 9:00 AM			30	\$1,125.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
Live with Kelly	DT	M-F		\$200.00				1				1
9:00 AM - 10:00 AM			30	\$200.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Judge Judy	EF	M-F		\$200.00			1					1
3:00 PM - 4:00 PM			30	\$200.00								
KSTU 5:30p News	EN	M-F		\$500.00		1						1
5:30 PM - 6:00 PM			30	\$500.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 9p News	LN	M-F		\$1,500.00	1		1					2
9:00 PM - 10:00 PM			30	\$3,000.00								
Sold out at LUR per KSTU. Move to L2 to clear.												
<b>Station Totals</b>				<b>\$6,400.00</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>			<b>12</b>
<b>Station Net</b>				<b>\$5,440.00</b>								

KSTU-TV

Kent Carbon

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

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